

Nov 21, 2025 | DRTA - November Regular Board Minutes

Attendees: Julie Bruley, Linda Poindexter, Terry Taylor-Castillo, Bill Neeb, Frank Luckino (Town of YV)

- Item 1.0 Call to Order: 1:06 Bill Neeb
Teddy Tapscott currently on medical leave.
- Item 2.0 Introduction of Guests NA: Bill Neeb
- Item 3.0 Liaison Update: Bill Neeb
Frank Luckino Deputy Town Manager. Eco Development, Finance and Tourism. Working on YV Marketing firm JNS Marketing. Collecting Data for who is coming to the area and what visitors are coming to do.
Murals: Downtown Art- More information coming 1st of the year.
New Development coming: Dutch Brothers, 2nd Starbucks, Circle K, Walmart Gas, El Pollo Loco, Jersey Mikes.
- Item 4.0 Approval of Agenda: Bill Neeb
1st. Julie Bruley 2nd Terry Taylor-Castillo
- Item 5.0 Emailed Approved Items: N/A Linda Poindexter
- Item 6.0 Secretary's Report/Minutes: (Julianne Bruley)
August 26th Moved: Terry Taylor-Castillo 2nd Julie Bruley
- Item 7.0 Treasurer Report: Kathie Ammar
Attached
- Item 8.0 Gift Shop update: Kathie Ammar
Gift shop slat wall in route. Sales a bit down. Government shutdown expected for this as travelers not coming in to purchase Park Passes.
- Item 8.0 Welcome Center Update: Linda Poindexter
Item 8.1 Traffic Report: See Attached.
Item 8.2 General Update:
CWC and Chamber Mixer Scheduled for December 18th 5-7.
Linda Received a call from Becky with Pacific Clinics asking about a fee they paid to Eric Menendez for an event that was cancelled. There was confusion regarding the name Joshua Tree Gateway Communities, and the Domain name Eric has adopted Joshua Tree Gateway Community Alliance. It was decided that a note on our website stated that there was/is no connection with the Domain or Eric needs to be disclosed on all our sites. Hopefully, folks who are approached by Eric will

reach out to us at the CWC for any questions or concerns that we may be able to clarify prior to them assuming the connection to the entity operated by Eric. It sounds like Becky will be pursuing legal action

CWC Admin desks moved into Y.V. Chamber area. Adjustments may be needed as a bit of distance for Linda to hear activity in the CWC area. Frank noted he may have other needed office space for Basin Wide allowing Linda to return to main CWC office area.

Item 8.3 Website:

New website in place – ADA being worked on to make site compliant. Have the former internet service still on, just in case JackRabbitGo is not efficient. Will consider dropping once JackRabbitGo is proven. Currently the site is doing well.

Item 8.4 Travel Show – Seattle Jan 8th-12th. Linda will be attending with the Greater Palm Springs Group

Item 8.5 Yucca Valley Rocks Campaign. New apparel arrived. Pat Kerns and Artists coming soon.

Item 9.0 Board Comments. NA

Item 10.0 Public Comments. NA

Item 11.0 Future Agenda Items

JTGC Revival???

Possible Solar Covers for Parking Lot

Space for Basin Wide?

Linda looking into possible ways to rent CWC parking areas to locals who may have events they want to hold. In this way, CWC earns income on the rent and possible gift shop sales. Win for everyone.

Zee. Offered possible field trip experience for staff and volunteers to Reset Experience. Set new, and review 2025/2026 planned agenda items

Item 12.0 Adjournment: 2:32pm

Bill Neeb

Next Meeting: January 23, 2026@ 1-3pm